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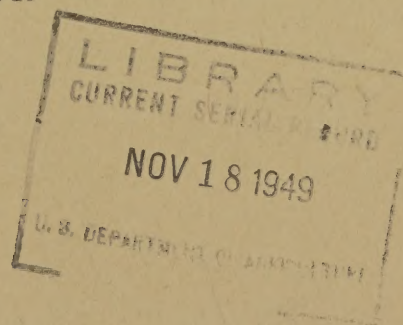
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✓ Sixth ANNUAL REPORT of the  
EXTENSION EDITOR  
ADVISORY  
COMMITTEE,  
1948-49 ×



Extension Service, U. S. Department of Agriculture

Washington, D. C. May 1949

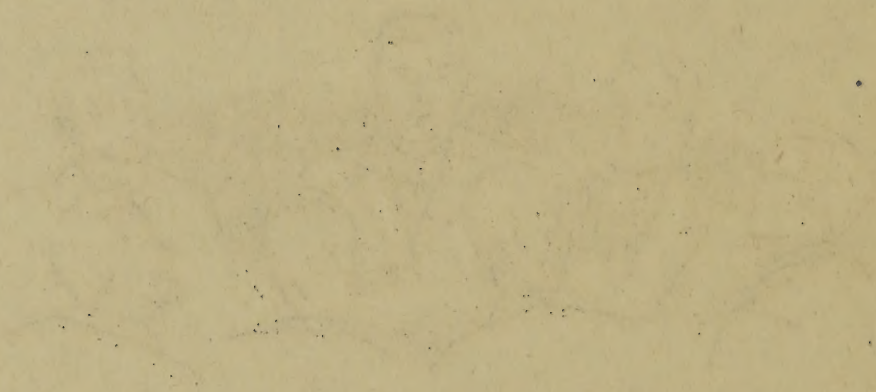


ENTRUSTED EDITOR

ADVISORY

COMMITTEE

ON 5-19-01





## THE EXTENSION EDITOR ADVISORY COMMITTEE

THE EXTENSION EDITOR ADVISORY COMMITTEE consists of key extension editors representing various areas of the country. It is invited to Washington each year to consider situations in the following fields and make recommendations for improvement:

- (1) Problems common to staff members working on the information program of the Cooperative Extension Service.
- (2) Relationships between Extension information workers (Federal and State) and other U. S. Department of Agriculture agencies responsible for reaching farm people with information.
- (3) The dissemination of information through Extension channels, taking into consideration the activities of the Federal, State, and county extension services in using public communications media.

THE REPORTS AND RECOMMENDATIONS of the committee are aimed at a smoother and more effective functioning of the information program conducted by the Cooperative Extension Service.

THIS IS THE SIXTH YEAR that the Extension Editor Advisory Committee has joined with the Federal Extension Service and other branches of the U. S. Department of Agriculture in discussing mutual information problems and recommending solutions. Since the first meeting in 1944, 31 States have had representatives on the committee.

# THE NATIONAL FILM ARCHIVE

The National Film Archive is a non-profit organization dedicated to the preservation and promotion of the American film heritage. It is the only organization in the United States that is dedicated to the preservation of the American film heritage.

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There is no doubt that the National Film Archive is a non-profit organization dedicated to the preservation and promotion of the American film heritage.



Sixth Annual Report  
of the  
EXTENSION EDITOR ADVISORY COMMITTEE  
1948 - 1949

Theme: EXTENSION INFORMATION -- A COOPERATIVE JOB

Purpose: To work toward smoother operation of the Extension Information programs between county, State, and Federal levels of the Cooperative Extension Service.

Procedure: Seven extension editors representing all sections of the Nation met in Washington, D. C., May 9 to 13, 1949. They heard discussions, panels, and talks by key administrative and information people of many U. S. Department of Agriculture agencies. They discussed present information policies, programs, procedures, and relationships. Their conclusions are presented on the following pages.

Recommendations:

1. PUBLIC RELATIONS

There is a distinct trend toward expanding the extension editor's job to include increased services to the director and the organization in the broad field of public relations in addition to information activities. This is a healthy trend and steps should be taken to encourage more States to move in this direction.

2. PRE-SERVICE AND IN-SERVICE TRAINING

Editors have been increasingly aware of the need for Extension specialists and agents to be better trained in information and public relations procedures. Pre-service and in-service training appear to be the answer. Administrators and information personnel in each State Extension Service should study this problem and adopt a plan to encourage both types of training.

3. RADIO AND TELEVISION

(a) A practical method of television training should be provided. We suggest that a series of regional television training programs be organized by the Extension Service and the Radio and Television Service of the U. S. Department of Agriculture. Such programs should carry into the field the findings of experimentation in the use of television in educational work.

These training programs would give an opportunity for extension workers to explore the whole field of television and the way it will affect the entire job of disseminating information. A study of the effect of television on standard radio broadcasting could be included.



(b) We endorse the proposed program of the Federal Extension staff to publish a series of short illustrated leaflets giving information covering different phases of using radio and television in Extension work. These could be used in field training programs.

#### 4. RESEARCH INFORMATION

We recognize the importance of narrowing the gap between the discovery of research facts and the time this information reaches the farmer and homemaker. There is a wealth of information on research findings still not available in easily usable form.

(a) We recommend the continuation of efforts to arrange a close working relationship between Extension and research personnel in connection with Federal research, cooperative research between the States, and research within the States.

(b) We suggest that State extension information services show the Federal offices how information is adapted, localized, distributed, and used. This may be done by sending newspaper clippings, copies of radio scripts, etc., to the Division of Extension Information, in Washington, D. C. Federal workers can use this evidence as a means of opening up further channels and stimulating more information from U. S. Department of Agriculture bureaus.

(c) We urge continuance of efforts by Federal and State information workers to impress on research people the effectiveness of timely release of information, and the fact that much of the value of research findings is lost when the information is withheld until the completion of a project.

#### 5. PUBLICATIONS

The purpose of publications is to give information that will help readers to adopt more improved farm and home practices, to achieve better community living, and to gain an understanding of economic and social developments which affect family living and agriculture in general. We believe that publications are an excellent method of Extension teaching.

(a) We urge State and Federal offices to make their publications as short as possible and to cover a single subject or a section of a subject.

(b) We urge specialists to devote more time to the preparation of publications.

(c) We recognize the economy of issuing regional bulletins, and recommend them when an agreement on presenting a subject can be reached. We also suggest that the title or cover page of such a regional publication should indicate that it is a bulletin of the State in which it is to be used, but at the same time, it should carry a notice of regional identification.

(d) We recommend that each State have a publications advisory committee, and that this group decide a year in advance, if possible, the publications to be printed.



## 6. 4-H CLUB WORK

(a) We recommend that State extension editors continue to assist in meeting the information responsibilities at the National 4-H Club Congress and the National 4-H Club Camp. We commend the improvement in the relationships developed following the 1947-48 Extension Editor Advisory Committee recommendations.

(b) We recommend that, as 4-H Club and other youth programs are strengthened and expanded, funds be made available for adequate information materials and personnel.

## 7. YOUNG MEN AND WOMEN

We recommend continued planning on both Federal and State levels for the information phases of the program for young men and women. There should be a continual exchange of information between the State and Federal Extension Services concerning effective information methods in this program, since renewed effort is being made to reach more young people after they leave 4-H Club work.

## 8. RESEARCH AND MARKETING ACT

The increase in projects under the Research and Marketing Act during the past year further emphasizes the need for information programs to support these projects.

Consumer information projects, particularly, call for information techniques geared to reach the masses of consumers.

We again urge that projects under the Research and Marketing Act be prepared to include adequate funds for effective information support.

## 9. RELATIONSHIPS

Extension services in the States are being called upon more and more frequently by commercial concerns for information assistance in programs aimed at rural people. Such requests must be recognized and supported insofar as the objectives are distinctly for the benefit of the people and are not commercial in nature. Nevertheless, the information program of the Extension Service should maintain its high standards of objective reporting free from bias and propaganda.

For the most part, excellent relationships already exist among agencies, but in many instances education functions in the States can be strengthened through greater coordination of information activities.

## 10. INFORMATION STUDIES

A thorough study should be made by the Federal Extension Service in cooperation with the States to determine the effectiveness of extension work in disseminating information through State editorial offices. The study should be accompanied by specific recommendations for improvements in organization and techniques.



## 11. PLANS OF WORK

Specialists and other State extension workers, when developing plans of work, should cooperate with the extension editor in outlining ways of better utilizing information channels to strengthen their subject-matter programs.

## 12. SPECIAL PROGRAMS

(a) We urge the Federal Extension Service to notify the States concerned by wire any time that emergency or unusual information stories are being released; particularly if action by State personnel is needed to support the program.

(b) Likewise, State extension information services should keep the Federal Extension service currently informed of emergency programs being handled within the States. Such notification should be sufficiently complete to enable the Federal office to fully inform the public of the part the Cooperative Extension Service is playing in matters of public interest.

## 13. INFORMATION BUDGETS

The Extension Information section in each State is a service organization. It provides and sharpens tools for specialists and county workers to do a more complete and effective educational job. Expansion of Extension staffs at county and state levels requires more equipment and personnel in information sections.

Lack of available publications, moving pictures and other essential information tools handicaps the entire program of the Extension Service and related agencies.

The committee recommends that when additional Extension personnel is employed or when new administrative programs are undertaken, consideration be given to allocating funds to provide the essential educational tools and information services needed to strengthen the work of that personnel and the influence of the programs.

## 14. CONTINUATION OF THE EEAC

(a) The Extension Editor Advisory Committee should be continued, with membership planned to include editors from States that have not previously been represented.

(b) More time should be available to the committee for executive sessions.



Appreciation:

In closing this streamlined report, the 1948-49 Extension Editor Advisory Committee wishes to express its sincere appreciation to administrators and information staffs of the various U. S. Department of Agriculture agencies for an excellent well-planned presentation of mutual problems.

EXTENSION EDITOR ADVISORY COMMITTEE, 1948-49

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